

ABSTRACT

A method for driving a liquid crystal display device in which a liquid crystal is driven in a matrix manner by means of a plurality of common electrodes and segment electrodes, the common electrodes and segment electrodes being crossed oppositely is provided. While common drive voltage waveforms including a reset, select, hold and non-select voltage waveform from each common electrode are sequentially applied to a cholesteric liquid crystal display device, segment electrode drive voltage waveforms including an ON and OFF voltage waveform from each segment electrode are applied to the device. The common electrode drive voltage waveforms are formed so that there is no period of time during which the same voltage is applied to all common electrodes at the same time in a period of time from the application of the hold voltage waveform to the first common electrode to the application of the reset voltage waveform to the last common electrodes, and the segment electrode drive voltage waveforms are formed so that there is a period of time during which the same voltage is applied to all segment electrodes at the same time.